

MOTORCYCLE SALES REPORT

TERMINOLOGIES USED IN DATA

Fields Used in Data

General Data :

Order ID:

Order ID is a unique identifier assigned to each motorcycle order. It serves as a primary key for tracking and managing unit order.

Motorcycle Name:

Name of the motorcycle unit.

Month:

Month where the sales happen.

Type of Sales:

Refers to the type of sales process that occurred when the unit was sold to the customers. There are 4 types of sales, these are *normal sales/sales*, *direct sale*, *sale campaign*, and *pre book*. *Sales* refer to the sales transaction that happens between a salesman or saleswoman and the customer outside of the dealership. *Direct sale* refers to a type of sales that happen in - house. *Sale campaign* refers to the selling of the unit during an event organised by the dealership. *Pre book* refers to the customer buying the unit before the unit is available at the dealership.

Revenue:

The total amount of money a company earns from its business activities, such as selling goods or services, before any expenses are deducted.

Profit:

The financial gain a company or individual makes after subtracting costs and expenses from total revenue.

Payment Type:

How the customer pays for the unit. There are 3 types of payment available in the dealership. These are cash, credit, and leasing. Cash means that the customer pays the unit in full price. Credit means that the customer pays the unit using a credit card. Leasing means the customer pays via a financial arrangement in which one party (the **lessor**) allows another party (the **lessee**) to use an asset, such as property, equipment, or vehicles, for a specified period in exchange for regular payments. The lessee does not own the asset but has the right to use it under the terms and conditions set in the lease agreement.

MoM :**MoM:**

The growth percentage of revenue compared between the previous month and the current month.

Clean Profit :**Clean Profit:**

The financial gain a company or individual makes after subtracting costs and expenses from total revenue. But, this also includes subtracting costs and expenses that is not expected to happen normally (ex. Unit delivery being late due traffic accidents causing the driver to be incapacitated, ship is not available to depart from the docks due bad weather making the dealer need to use an alternative route which is more costly).

